

Comprehensive Operational Consulting

Sanest Consultores SL

Santiago Sempere


PRESENTATION AND DESCRIPTION OF THE COMPANY

OUR COMPANY CONCEPT

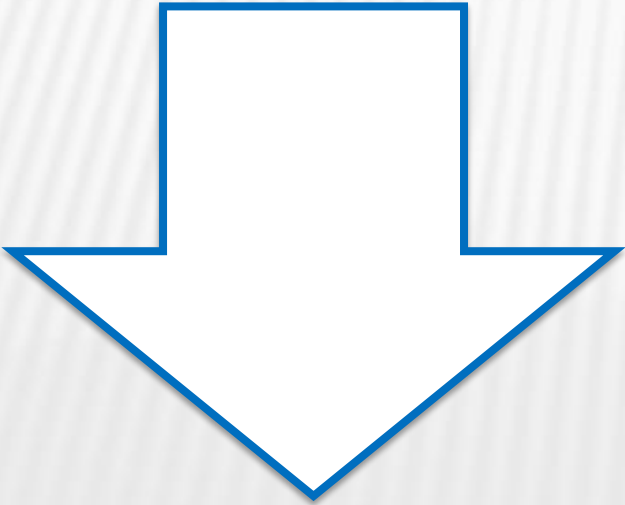


ATTRACTIVE AND DIFFICULTIES IN THE HEALTHCARE TECHNOLOGY SECTOR.

Attractiveness of the sector and opportunities.

- 
- The increase in life expectancy. (83.4 years for women and 76.9 for men). Fourth country worldwide in life expectancy.
 - The aging of the population. 17% of the population older than 65 years (7.7 million) and 3.8% over 80.
 - Increase in the demand for services (the impact of immigration, tourism, ...).
 - The rise of chronic diseases
 - Higher level of requests and patient involvement.
 - Advances in new technologies and medicines.
 - The increase in R + D + i

Difficulties and risks .

- 
- The general economic situation. (Budget for health care services, unemployment, recession ...)
 - The high presence of top global suppliers foreign firms.
 - The "payment delays" of public institutions.
 - The reduction of the state budget for R & D.

Consulting



- Business Plan. Positioning and customer segmentation. Identification of referrals and OL.
- Strategic Planning. Options for different operational models.
- Legal requirements, Registration and activity licenses.
- Implementation Project. Timing and resources.
- Search for funding opportunities.

Operational deployment



- Negotiations with suppliers and dealers. Personal (HHRR) search.
- Filing, processing and tracking of product registrations and licenses
- Access to new customer segments, opinion leaders and prescribers.
- Implementation of marketing and sales plans.
- Search for funding. Business Angels, Venture Capital ...

Follow up and surveillance



- Surveillance opportunities or environmental changes in a specific segment.
- Follow up and reporting operational activities
- Opportunities for Business development .
- Coordination of trade and distribution strategies.



Companies with international expansion

- Specially from non-EU countries. (China, Japan, USA, LA ...)
- Differences with the local reality, both cultural and in market structures.
- From EU27 countries with no connection or presence in Spain.
- Centralize implementation in Iberia with a trusted person.
- In the shortest time and with a cost control not to penalize their future viability and objectives.



Go to market for new businesses and / or products

- From public or private sector
- With high technology and product knowledge from developers.
- Fulfill the knowledge gap between the technical development and defining and implementing corporate strategy and business management
- Need to expand their financial resources.



Companies targeting new product or customer segments

- Due to costs would like to outsource the planning and commercial management .
- Targeting a new customers segment ,specific and not common for them.
- With a cost control not to penalize, given the current crisis and the rigidity of the labor market, their future viability.
- In the shortest time and without using resources already productive.

CUSTOMER SEGMENT / PROVIDED SERVICES

Customer segment. Who we target.

Services . What we offer

**FOREING
COMPANIES**

**“GO TO
MARKET” NEW
COMPANIES**

**COMPANIES
TARGETING NEW
SEGMENTETS**

CONSULTING

Market evaluation.
Commercial strategies.
Recommendation.
Registration and legal
needs. Customer
segments

Business Plan.
Marketing, sales,
distribution and
communication
strategies. Search
founding's

Strategies in new
segments.
Identification of
customer targets,
referrals and OL.
Marketing and sales
plans.

**OPERATIVE
IMPLEMENTING**

Subsidiary, distributor
or distributors network.
Registration. Contracts.
Logistics. Legal and
fiscal. Definition and
HHRR search.

Manufacturing or
distribution contracts
Marketing and
commercial plan.
HHRR needs Product
registrations.

Start up final
communication with
customer segment.
Sales actions .
Business follow up.

**SURVELLANCE
AND FOLLOW UP**

Reporting. Follow up of
opportunities. Business
development.
Controlling. Upsides
downsides.

Detection of new
opportunities. Follow
up deviations
Contingency plans.

LEGAL ENTITY. OUR HISTORY

- **Sanest Consultores SL (SCSL)** was founded in 2,000, as a consulting company with the intention of advising other companies operating in the Healthcare Technology sector.
- One of its main projects was the **feasibility study** for “Bomi 2000”, an Italian company specialized in logistics services for Healthcare Products and Devices, in a new project, **HLS (Hospital Logistic Solutions)**, for outsourcing, the **logistics management for the Public Hospitals** for all the sanitary-disposable goods in **both central warehouses and sections**, including the movement of goods between them.
- In the last five years, it has had several contracts, particularly in implementation of business strategies in the sector of public and private hospitals.
- Some of their main projects have been:
 - **Introduction of equipment and reagents** for Clinical Diagnostics in Hospitals and Health Laboratories .
 - Introduction of **Molecular Diagnostics Systems in oncology** processes .
 - Product launches in **e – health business**.
 - **Market studies** in the segment of Allergy Diagnosis, apposite and other similar products to give advisor to foreign companies for defining the strategy to enter in the Iberian Market.

OUR VISION AND MISSION

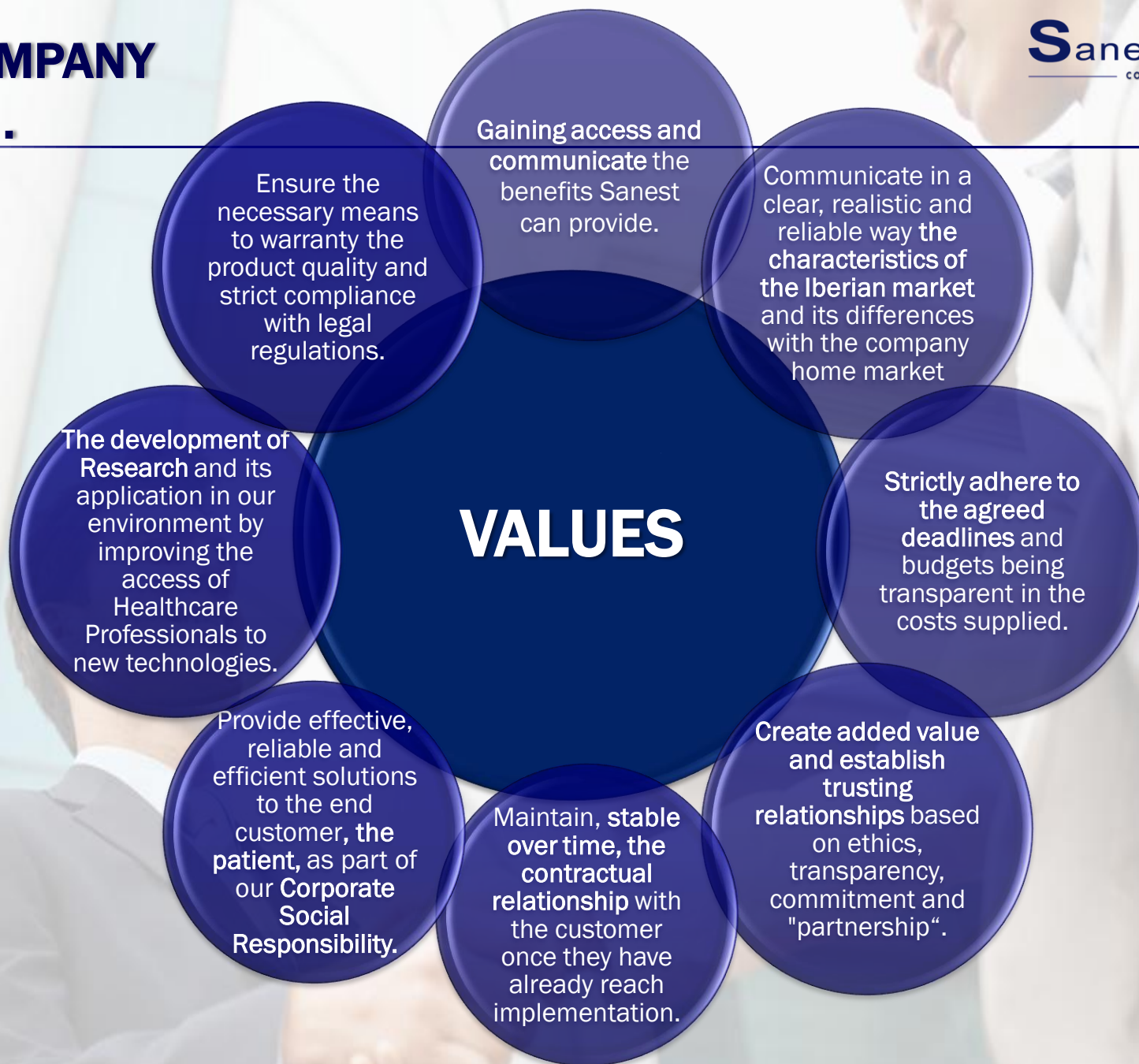
VISION

- Reputable supplier for the companies who want to enter the Iberian market of Medical Devices, based on the knowledge of market, legal requirements, operational structures and high experience in the business implementation, through any of the existing operational models, quickly and profitably.

MISSION

- Make available to the client the tools and structures needed for operational introduction in the Iberian market of Health Technology products, both foreign companies and new local business projects, in the shortest time, with limited and non-recurring fixed costs and optimal decision on the channels and partners to be use, keeping track of the operations at all times and with an ethical and profitable performance.

OUR COMPANY VALUES .



OUR ADDED VALUE .



The experience of our consultants in:

The knowledge of the market structure and the implementation processes of this type of companies.

Cost management of the key processes.

Local companies, with experience in the sector, that could supply **outsourcing services**.

Efficiency and optimization of the “go to market” delays.

Knowledge **customer segments**,, identification and contact with **referrals and OL**.

Access to the public decision makers (**registers, tenders ...**) with a high impact in the market purchasing volume.

Knowledge of **competition** , products, strategies, positioning , competitive advantages and weaknesses.

THE HUMAN TEAM.

OPERATIVE CONSULTANTS



Ester Llagostera Soto. MD

- After graduation in Medicine and Surgery at the University of Barcelona, she course immediately ESADE MBA to join the Marketing and Scientific Management in the pharmaceutical industry.
- She has held various positions, always related to the marketing and scientific advice, in several multinational pharmaceutical companies (Sandoz, Pharmacia ...) as well as companies involved in Ophthalmic Implantology (IOLs).
- In recent years, she has diverse roles in other sectors related with health as Molecular Diagnostics Systems in oncology and e-Medicine. acting as external expertise of marketing, customer segmentation, referrals and opinion leader's relationship, and implementation of sales strategies.



Santiago Sempere Compte BSc

- His background is technical with Chemistry Degree (specialized Biochemistry). After a period of teaching and research aimed his career in the commercial world and marketing in several companies in the sector of Health Technology, completing his academic training at ESADE.
- He conducted the implementation in Spain of Sanofi Diagnostics Pasteur (Madrid) where he developed the General Manager position like later in other companies within the veterinary sector, the hospital logistics and the dental, again based in Barcelona.
- Extensive experience in implementing foreign companies in Spain from the point of view of General Manager, Business development, cost management, direction and leadership of teams and so on. ...
- With a deep knowledge of the Healthcare Sector and the development and implementation of business plans with overall vision of opportunity, business goals and people management

HUMAN TEAM. ASSOCIATE ADVISORS AND COLLABORATORS COMPANIES.



Jordi Roca . With basic training as Industrial Engineering Jordi completed his higher studies with an MBA in ESADE. Since its beginning in Natural Gas Marketing in his professional experience has focused on the establishment of production plants and industrial facilities, Financial Management and General Management in companies of this business sector.



Sergi Gil Puy Graduated in Pharmacy from the University of Barcelona, diploma in upper management at ESADE and BPSE by IMD (Lausanne, Switzerland) during his career, and after being in several departments of pharmaceutical specialties and medicinal products registration, has held several management positions in multinational companies, the last one as Vice-President for Europe from a US company. Currently focuses professionally in the growth of enterprises.

Even not being associate consultants we have collaborators in the different areas of the business management that could help in the different services we supply. As example::

- ✓ Lawyer Buffets, generalist, tax advisors, specialist in pharmaceutical Regulation ...
- ✓ Logistics (outsourcing services for physical distribution of goods)
- ✓ Product registration dossiers preparation business, and translation of the files.
- ✓ Administrative and general financial (external outsourcing services or IM)
- ✓ IT services companies
- ✓ HHRR personnel selection and resources improvement (motivation, coaching ...)

Sanest Consultores S.L.

Santiago Sempere Compte

Suissa 9, 08023 Barcelona
(España)

Tel. +34 609 14 44 36

sanest@sanestconsultores.com

www.sanestconsultores.com